TRAVEL AND TOURISM

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Paper 9395/11

Core Paper

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Key Messages

- Read the wording of the questions carefully and respond in an appropriate manner
- Always name the particular job role and/or organisation you are writing about
- Make clearer and more specific use of factual information relating to the named examples you are using to support your answer
- Greater precision when explaining the significance particular factors, avoiding unsubstantiated generalisation

General Comments

It was pleasing to see many of the candidates making a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible but they were not always well interpreted. Many candidates tend to rely on a limited range of examples and some choices were inappropriate to the context of particular questions.

For the longer extended response questions candidates should make a positive attempt to structure their responses and Centres are advised to think in terms of the following '**ladder**':

Level 1 (1 to 3 marks) – has the candidate **identified** up to 3 **valid** types/features/factors? – If yes, then the answer must score at least 3 out of 9

Level 2 (4 to 6 marks) – has the candidate offered **explanatory** or **analytical** comment about one or two **valid** types/features/factors? – If yes, then the answer must score 4, 5 or possibly 6 out of 9

Level 3 (7 to 9 marks) – has the candidate offered **evaluative** comment about the **valid** items that have been identified and explained/analysed? i.e. one being more or less important than the other – if so, then 7 marks would be awarded. The best answers will have a **reasoned conclusion** i.e. C is much more important/significant than A and B because …… This would clearly be an 8 or 9 mark response.

Comments on Specific Questions

Question 1

(a) The Fig. 1 stimulus material was not interpreted very well and many candidates did not identify all four 'service values' which would promote internal customer wellbeing.

(b) There were some good responses but many candidates found it difficult to identify three job functions which were particular to their chosen job role. Weaker responses concentrated on uniform and appearance issues and little credit could be awarded in such instances. The better answers clearly related to three different aspects of appropriate service delivery and there was frequent reference to receptionists answering the telephone within five rings or waiters having product knowledge to advise guests about the choice of meal. The key aspect was how particular tasks were performed and thus clearly demonstrated the professional expertise of the individual employee.

(c) Candidates seemed familiar with this topic, there were many very good overviews. The use of the mystery shopper is clearly understood and there were several impressive accounts. Many responses lacked analytical and evaluative comment and so marks were limited to Level 2.

(d)   There were some very good answers based on hotels in Mauritius and Zimbabwe. However, on the whole, this question proved to be challenging with many of the answers given not being relevant to the question asked. It was expected that answers would give consideration to a range of strategies, for example, which areas of the organisation had extra staff during busy periods? Were additional supplies ordered? How do managers and supervisors help? Is pre-booking required? Have queue control systems been introduced? Etc.

Question 2

(a)   Candidates readily interpreted the Fig. 2 stimulus material and many individuals were able to score full marks by correctly identifying 8500 employees, 13 days in Japan, 25 days in Sweden and the Dutch as having the shortest working week.

(b)   Responses to this question were variable. Some answers were based on points mentioned in the Fig. 2 stimulus material. The better answers mentioned ideas such as paid holiday entitlements, flexible working patterns, automation and early retirement. Some answers gave points relating to incomes, car ownership and transport improvement which were not correct.

(c)   There were many good responses to this and candidates understood the characteristics of the two types of tourist. Candidates seemed to give better answers for 'money poor, time rich', appreciating that tourists with limited finances and time on their hands were often backpackers or the recently retired and that they might therefore be interested in extended but inexpensive trips. Some candidates gave answers that related to business tourism, these were incorrect as the question asked for holiday products.

(d)   Better responses were usually based on traditional attractions such as Euro Disney and there were some very good studies based on the appeal of Victoria Falls. Weaker responses lacked precise detail and depth of comment. The best responses showed an understanding of how the chosen attraction appealed to a variety of visitor types.

Question 3

(a)   Some candidates confused types of accommodation with types of meal plan. A Bed and Breakfast (B&B) is a valid type of serviced accommodation whereas half-board (HB) is a type of meal plan. However, many candidates managed to obtain full marks by identifying four valid types of accommodation such as hotels, villas, apartments, hostels and camp sites.

(b)   There were several excellent well reasoned answers to this question. There was frequent reference to a wide selection of valid points including being a sign of quality assurance, of use for promotional purposes, allowing for comparison with rivals and can generate a degree of comparative advantage. Many responses were limited to Level 2 as no evaluative comments had been made.

(c)   This was very specific and required candidates to consider some of the advantages of looking at review websites on the internet. The best responses reviewed the use of websites such as TripAdvisor, giving points such as:

● obtain independent reviews made by previous visitors;
● see percentage ratings to get an overview;
● view historic posts to note any changes;
● access information which is more accurate than brochures;
● view images taken by visitors which are not sanitised in any way.

(d)   This question proved to be challenging. Many candidates wrote about the Butler model in general instead of how accommodation changed as a destination progresses through each stage of the model.

Question 4

(a) The Fig. 4 stimulus material was generally interpreted well. The correct responses were:

- facilities - club house, internet, webcams, weather station and complimentary towels
- two activities - diving trips and deep sea fishing trips.

(b) There were many high scoring responses to this question and candidates were able to get valid ideas from Fig. 4 to help. It was pleasing to see frequent reference being made to issues such as water pollution due to boat oil spills, reef habitat disruption by divers and noise pollution from boat engines. Credit was given for beach erosion by activities that wear away vegetation and weaken the sand. This topic is well known and understood by most candidates.

(c) This question proved challenging for the majority of candidates. Many did not identify particular conflicts likely to arise in a destination between members of the local community and the developers. Better responses suggested issues to do with beach access, the rising price of land and a general loss of income and traditional employment.

(d) Many individuals made a positive attempt to answer this question and there were some very good considerations of climate change influencing tourism development in particular destinations. Weaker responses were more general, however, there were plenty of accounts that considered some of the consequences associated with global warming and these were frequently supported with references to impacts of tropical storms, tsunamis, droughts and a general rise in sea level. This topic was well understood.

TRAVEL AND TOURISM

| Paper 9395/12 |
| Core Paper |

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TRAVEL AND TOURISM

> **Paper 9395/13**
> **Core Paper**

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Comments on Specific Questions

Question 1

(a)   Many candidates gave good answers, suggesting that there would be more space to arrange tables, easier movement for waiting staff and that it would be less congested.

(b)   There were some good responses. The better answers included a range of strategies such as placing leaflets in rooms where guests could read them at their leisure, having posters on notice boards in visible locations and by word of mouth during face to face contact with members of staff. Weaker responses gave methods appropriate for attracting the local rather than resident guests. Answers were often given from the customer's perspective, rather than the hotels.

(c)   There were some very good responses and candidates seemed very familiar with this topic. The use of the mystery shopper is clearly understood as are comment cards, informal feedback and the monitoring of complaints. Weaker responses tended to repeat different types of survey and the amount of valid explanatory comment tended to be rather variable.

(d)   It was expected that answers might consider a range of strategies but often answers were generalised. The best responses included ideas on how the chosen organisation dealt with the

training issue in a number of ways. Better responses mentioned on and offsite programmes, work shadowing and there mention of a 'Welcome Host'. There were some good answers based on New Zealand examples.

Question 2

(a)   Candidates interpreted the Fig. 2 stimulus material well, many correctly identifyied four from South Korea, China, Taiwan, Singapore and Malaysia.

(b)   There was quite a variable response to this and the better answers concentrated on factors such as cost, accessibility and opportunities nearer to home. Weaker responses, often included comment on factors which were not really Europe-specific. For example, risks associated with natural disasters such as cyclones and tsunamis would be off-putting for all tourists and not just Europeans. It was, however, very pleasing to see most candidates clearly trying to address the central issue posed by the question.

(c)   There were several difficulties with this as many candidates were unsure about the meaning of the phrase 'rates of participation in tourism'. This refers to the numbers of people who become consumers of tourism products and travel accordingly. The better answers linked higher GDP with rising standards of living, increased disposable incomes and increased rates of car ownership. All of these help to explain an increase in the rate of participation in tourism.

(d)   The Butler model is clearly well known and understood. Correct answers given included:

- local suppliers and providers of tourism products and services become increasingly involved in the development process
- the area becomes established as destination with a defined market
- growth in leisure travellers sees the arrival of foreign operators and investors
- as it becomes more popular and the infrastructure begins to take shape, more tour operators become interested and organise package tours to the destination
- increased competition results in falling prices and different type of tourists will now be able to visit the destination.

However, most responses were theoretical and only a minority of candidates made reference to named destinations to help exemplify the point that was being made. The higher marks were gained where explanatory and evaluative comments were made.

Question 3

(a)   Most candidates were able to obtain full marks by correctly identifying the four photographs as follows:

- Religious tourism = D
- Adventure tourism = C
- Sports tourism = A
- Ecotourism = B.

(b)   There were some excellent answers to this question and it was pleasing to read a variety of thoughtful and well reasoned responses. The question asked candidates to think about the range of facilities on offer and meeting the leisure needs of visitors. The best answers took an analytical approach and matched a given facility with a specific guest's leisure need. These responses pointed out the value of facilities such as a gym (fitness routines), spa (relaxation), kids club (parental freedom), beach and pool (sunbathing) and named sports facilities (hobby or exercise). Responses that gave non-leisure facilities did not score highly.

(c)   This question was done very well and candidates were fully familiar with the needs and requirements of each visitor type. Answers tended to vary simply in terms of the quality of the explanatory comment that was provided in each case. It was frequently pointed out that backpackers were on a limited budget and thus required only basic facilities. Similarly, for mountaineers, campsites would be near the slopes for easier access and they could come and go as they pleased. Most responses also pointed out that a business tourist would benefit from the 4* hotel's Wifi to check their emails and maintain office contact as was required. Overall, the question was very well attempted.

(d)   Many candidates wrote descriptively about cruise facilities and made very few references to what was available within an all-inclusive resort hotel. The better responses provided a structured approach and considered accommodation (rooms versus cabins), food and beverage service (types and availability), leisure facilities (on-board versus in resort) and excursions (from resort versus port of call). The resort and cruise ship were not given equal depth of comment by many candidates which limited their answers and made it difficult for a valid conclusion to be given.

Question 4

(a)   The Fig. 4 stimulus material was interpreted very well and many candidates scored full marks. The correct responses were:

- 2 attractions - Angkor temples and the Kbal Spean river carvings
- 2 million
- non-commercial.

(b)   There were some high scoring responses to this question and candidates were able to get valid ideas from Fig. 4 to help them. The better responses included comments on issues such as jobs as local guides being created, rising incomes reducing poverty, increased sales from souvenirs stimulating local demand and creating a local multiplier effect. However, some candidates copied extracts of text without clearly stating what the positive economic impact was and how this related to ConCERT's advice, this did not score many marks.

(c)   This proved to be a difficult question for a lot of candidates. Better responses included issues to do with tourist education, giving support to community projects and behaving in an appropriate and responsible manner, stating that by doing this there would be limited culture clash, no need for staged authenticity and only limited intrusion into the host community's normal way of life.

(d)   There were some very good considerations of negative environmental impact management in particular destinations. Some responses were given in general terms about various negative issues and some lacked depth. A detailed identification and explanation of particular strategies, clearly indicating their relative importance in solving or minimising specific negative environmental impacts with a valid conclusion scored the highest marks.

TRAVEL AND TOURISM

> **Paper 9395/02**
> **Planning and Managing a Tourism Event**

Key messages

Consider the content of each mark band carefully.

Please annotate candidate work throughout to assist with both marking and moderating.

Candidates' work must be submitted on an individual basis, there should be no copying between candidates.

Centres should submit the correct number of portfolios for the size of entry.

Witness statements for all candidates must be included in each portfolio.

More than one feasibility study must be included.

General Comments

Thank you to all Centres who submitted portfolios on time for this session. It very much helped with the smooth running of the moderation process. Many Centres were able to demonstrate very good events planned and organised by the candidates. There was evidence of interesting and appropriate tasks undertaken that fulfilled the requirements of the syllabus.

Some Centres awarded marks where evidence for those marks was not clear or missing. The most common issues related to:

- brief business plans
- work copied between candidates
- poor evaluation
- low ability to demonstrate a candidate's contribution to the planning.

It was pleasing to see candidate work submitted by Centres that had clearly followed the guidance notes. These portfolios were generally well structured and presented in a clear and logical format. It was good to see the range of events organised and the enthusiasm demonstrated by candidates. There was evidence of some well-planned and successful events.

Centres should ensure that there is good assessor annotation on candidates' work. It is imperative that centres can demonstrate clearly where their candidates pass through each mark band. This should be done to assist with Centre marking and the internal verification processes.

AO1 – Some candidates presented clear and logical plans with realistic itineraries and timescales. On occasions, there were omissions from the plans along with poor organisational skills such as missing risk assessments and contingency planning. In some instances risk and contingency plans were included but were very brief and did not always cover major issues for event planning.

AO2 – Many candidates were able to demonstrate impressive contributions to the running and preparation of the actual events, particularly in terms of the planning and implementation of set tasks. Notes of formal and informal meetings were included. Assessors should include witness statements for verification of tasks completed, particularly on customer service achieved. Please ensure that if a witness statement is included it is signed and completed by the assessor and not just included as a blank sheet. It was pleasing to see that many students kept log books or diaries of meetings and scheduled activities.

AO3 – Some candidates did not consider at least two feasibility studies. In some cases there was little evidence of risk assessments or contingency plans put forward and some candidates did not use a SWOT analysis to aid their reasoning.

AO4 – Generally, candidates evaluated their event well. Some candidates did not evaluate their personal performance or the performance of the group as a whole. It should be noted that in order to gain mark band 3 candidates must give detailed and realistic recommendations should an event be run in the future. Brief or bulleted notes are insufficient here. It should be noted that **all candidates should include at least one detailed witness statement** from an independent observer or participant. This will provide evidence of customer service skills during event planning and implementation. This will help the candidate to further evaluate their performance.

It should be noted that although this assessment is organised as a group assignment, each individual student should complete their own work. It is not acceptable for candidates to have exact copies of the written sections of their coursework. Individuals must submit their work independently. Similarly, a single portfolio that represents the work of a whole group is unacceptable.

Please note that Cambridge has a detailed coursework guideline booklet for this unit. This contains useful information on the planning and organisation of lessons, and exemplars of student work. In some instances, it may be appropriate for centres to ask Cambridge for a trainer to visit to assist with planning, preparation and moderation issues.

TRAVEL AND TOURISM

Paper 9395/31
International Business and
Leisure Travel Services

Key messages

Candidates should be encouraged to use the stimulus material provided to identify key information with which to answer the questions in each subset of questions that follow. The skills of explanation and analysis are required by all candidates in order to answer the majority of the questions on this type of paper effectively. The higher order skills of evaluation and justification are required for the final question in each subset.

The questions will test candidates' knowledge and understanding of business tourism, leisure tourism and travel products and services through a case study approach. Key vocational terminology relating to these aspects of the industry may also be tested. Candidates will be expected to use specific travel and tourism industry examples to support their answers.

General comments

The question paper followed the standard format of other papers for this qualification, comprising four subsets of questions, each worth a total of 25 marks. Each subset of questions was introduced through a short piece of stimulus material, derived from international travel news. Candidates should be familiar with using a case study approach in order to discuss current issues in international travel service provision. This session, Question 1 used as its focus information about Travellers Cashcards, a new foreign exchange product. Question 2 was prefaced by information about the Orchid Garden Hotel and its tourism products targeted at honeymoon couples. Question 3 was based around business tourism provision in Berlin. Question 4 took as its source information about the Asia Cruise Association and its members.

Many candidates demonstrated a good level of understanding of the travel services industry, with some using good exemplification from their own knowledge. As is to be expected, the majority of candidates responded well to the short response questions within each subset, and at the top end, there were some excellent developed responses to the more challenging analytical and evaluative questions.

Comments on specific questions

Question 1

The stimulus material for this question was based on information about Travellers' Cashcard, a foreign exchange product.

(a) (i) This question was accessible to all candidates.

(ii) The majority of candidates were able to correctly identify the security features of this card. There was evidence of some candidates misinterpreting this question, overlapping their answer to this question with that of question **(b)**.

(b) Most candidates had no difficulty in identifying and explaining the benefits of the Travellers' Cashcard to customers.

(c) This question was a good discriminator. At the lower end, candidates tended to repeat some of the security benefits of the card to customers from the previous question, thus not scoring the marks available for this question. Better performing candidates were able to explain the financial benefits of offering ancillary products and services.

(d)   This question required candidates to use the higher order skills of making recommendations and providing a justification for choice of ancillary products matched to different customer types. Weaker responses often listed a range of ancillary products and services and/or customer types. Candidates should be encouraged to practice matching products and services from a range of different travel and tourism organisations to different customer types, giving reasons for the likely appeal.

Question 2

This question was introduced by advertising information for the Orchid Garden Hotel.

(a) (i)   Candidates did not seem confident in describing the term 'room only'. Few scored both marks for an industry specific definition in this question.

(ii)   The majority of candidates were able to propose valid components of a honeymoon package. Weaker responses suggested ancillary products – flowers, champagne etc., rather than package components.

(b)   This question was answered well by most candidates. The needs and wants of a honeymoon couple are well understood. Weaker answers tended to focus on generic product offerings rather than aspects that would appeal specifically to honeymooners.

(c)   There were mixed responses to this question. The best answers considered the benefits to both the hotel and for customers of the provision of a broad range of additional services. A common error was to limit the answer only to explain the appeal of shuttle services for hotel guests.

(d)   As in question **1 (d)**, candidates were expected to consider how different products and services can meet the needs of different customer types, in this case catering to more than just the honeymoon market. The best answers identified a range of the hotel's existing products and services, using evaluative language to assess the likely appeal of each to different customer types, supported by specific named examples. Some candidates found it difficult to subdivide customer groups after the more obvious leisure and business split. Candidates should be encouraged to consider different types of leisure tourists: spa tourists, family tourists, the grey market etc. This would have earned them more marks in answering this question.

Question 3

Candidates were provided with information and data relating specifically to business tourism trends in Berlin.

(a) (i)   Responses here were varied. Some candidates were unsure of the exact meaning of the phrase 'venue hotel', with many scoring only one mark of the two marks available. Most recognised that a venue hotel hosts business tourism events. The best answers also made clear that attendees at the event would also use the accommodation of the hotel overnight.

(ii)   This question was not answered particularly well. Weaker responses made generalised statements that Australia does not have sufficient infrastructure to host business tourism events, which is clearly not true. The best answers considered factors of accessibility (distance, travelling time, frequency of flights) or the density of tourism offerings (many major cities in relative close proximity in Europe compared with Australia).

(b)   Responses here were mixed. Candidates who had studied the case materials closely and who had read the question carefully found an abundance of information explaining possible reasons for the appeal of Berlin as a business tourism destination. Many incorrect responses focused on the role of the BCO here.

(c)   Most candidates could identify one or more functions of the BCO; fewer offered valid explanations or exemplifications of these roles. Candidates should be encouraged to use their own words to try to explain their understanding of what such organisations do to facilitate the planning of events.

(d)   This question acted as a good discriminator. At the lower end, candidates tended to repeat information from **Question 3 (b)** explaining the products and services that Berlin offers business customers. The best answers were those where candidates interpreted the data from the source material to analyse the trends and explain the positive impacts that business tourism brings to the destination (increased wealth, job creation, infrastructure development etc.). Candidates should be reminded that this type of question requires a conclusion in order to access the full mark range; few responses were seen where such skills were in evidence.

Question 4

The stimulus here was information about the Asia Cruise Association and its members.

(a) (i)   Most candidates understand the term 'carrying capacity' in a generalised way. Few related their answer to the cruise line context.

(ii)   Most candidates could correctly identify different stakeholders from the case study. Weaker responses gave only named examples rather than the **type** of organisation.

(b)   Many candidates answered this question well, using the stimulus to identify the different objectives of the organisation and, in the best answers, providing an explanation of these objectives in their own words.

(c)   This question was not answered particularly well. Many candidates answered this from the perspective of the member organisations, not from the perspective of the customer as the question stipulated. In such questions, candidates should be encouraged to highlight the intended beneficiaries, in order to ensure they answer the question from the correct perspective.

(d)   This question was a good discriminator. There were some excellent answers with detailed consideration of the benefits associated with winning awards. Weaker responses tended to rely heavily on the source materials, often copying out features of the provision rather than answering the question. Again candidates should be reminded that questions requiring an evaluation should provide an overall judgement or recommendation; here those candidates who surmised one benefit was more significant to the organisation than the others, accessed the highest marks.

TRAVEL AND TOURISM

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Paper 9395/32
International Business and
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    (ii)   The majority of candidates were able to correctly identify the security features of this card. There was evidence of some candidates misinterpreting this question, overlapping their answer to this question with that of question **(b)**.

(b)   Most candidates had no difficulty in identifying and explaining the benefits of the Travellers' Cashcard to customers.

(c)   This question was a good discriminator. At the lower end, candidates tended to repeat some of the security benefits of the card to customers from the previous question, thus not scoring the marks available for this question. Better performing candidates were able to explain the financial benefits of offering ancillary products and services.

(d)   This question required candidates to use the higher order skills of making recommendations and providing a justification for choice of ancillary products matched to different customer types. Weaker responses often listed a range of ancillary products and services and/or customer types. Candidates should be encouraged to practice matching products and services from a range of different travel and tourism organisations to different customer types, giving reasons for the likely appeal.

Question 2

This question was introduced by advertising information for the Orchid Garden Hotel.

(a) (i)   Candidates did not seem confident in describing the term 'room only'. Few scored both marks for an industry specific definition in this question.

    (ii)   The majority of candidates were able to propose valid components of a honeymoon package. Weaker responses suggested ancillary products – flowers, champagne etc., rather than package components.

(b)   This question was answered well by most candidates. The needs and wants of a honeymoon couple are well understood. Weaker answers tended to focus on generic product offerings rather than aspects that would appeal specifically to honeymooners.

(c)   There were mixed responses to this question. The best answers considered the benefits to both the hotel and for customers of the provision of a broad range of additional services. A common error was to limit the answer only to explain the appeal of shuttle services for hotel guests.

(d)   As in question **1 (d)**, candidates were expected to consider how different products and services can meet the needs of different customer types, in this case catering to more than just the honeymoon market. The best answers identified a range of the hotel's existing products and services, using evaluative language to assess the likely appeal of each to different customer types, supported by specific named examples. Some candidates found it difficult to subdivide customer groups after the more obvious leisure and business split. Candidates should be encouraged to consider different types of leisure tourists: spa tourists, family tourists, the grey market etc. This would have earned them more marks in answering this question.

Question 3

Candidates were provided with information and data relating specifically to business tourism trends in Berlin.

(a) (i)   Responses here were varied. Some candidates were unsure of the exact meaning of the phrase 'venue hotel', with many scoring only one mark of the two marks available. Most recognised that a venue hotel hosts business tourism events. The best answers also made clear that attendees at the event would also use the accommodation of the hotel overnight.

    (ii)   This question was not answered particularly well. Weaker responses made generalised statements that Australia does not have sufficient infrastructure to host business tourism events, which is clearly not true. The best answers considered factors of accessibility (distance, travelling time, frequency of flights) or the density of tourism offerings (many major cities in relative close proximity in Europe compared with Australia).

(b)   Responses here were mixed. Candidates who had studied the case materials closely and who had read the question carefully found an abundance of information explaining possible reasons for the appeal of Berlin as a business tourism destination. Many incorrect responses focused on the role of the BCO here.

(c)   Most candidates could identify one or more functions of the BCO; fewer offered valid explanations or exemplifications of these roles. Candidates should be encouraged to use their own words to try to explain their understanding of what such organisations do to facilitate the planning of events.

(d)   This question acted as a good discriminator. At the lower end, candidates tended to repeat information from **Question 3 (b)** explaining the products and services that Berlin offers business customers. The best answers were those where candidates interpreted the data from the source material to analyse the trends and explain the positive impacts that business tourism brings to the destination (increased wealth, job creation, infrastructure development etc.). Candidates should be reminded that this type of question requires a conclusion in order to access the full mark range; few responses were seen where such skills were in evidence.

Question 4

The stimulus here was information about the Asia Cruise Association and its members.

(a) (i)   Most candidates understand the term 'carrying capacity' in a generalised way. Few related their answer to the cruise line context.

(ii)   Most candidates could correctly identify different stakeholders from the case study. Weaker responses gave only named examples rather than the **type** of organisation.

(b)   Many candidates answered this question well, using the stimulus to identify the different objectives of the organisation and, in the best answers, providing an explanation of these objectives in their own words.

(c)   This question was not answered particularly well. Many candidates answered this from the perspective of the member organisations, not from the perspective of the customer as the question stipulated. In such questions, candidates should be encouraged to highlight the intended beneficiaries, in order to ensure they answer the question from the correct perspective.

(d)   This question was a good discriminator. There were some excellent answers with detailed consideration of the benefits associated with winning awards. Weaker responses tended to rely heavily on the source materials, often copying out features of the provision rather than answering the question. Again candidates should be reminded that questions requiring an evaluation should provide an overall judgement or recommendation; here those candidates who surmised one benefit was more significant to the organisation than the others, accessed the highest marks.

TRAVEL AND TOURISM

Key Messages

Candidates should be encouraged to use the stimulus material provided to identify key information with which to answer the questions in each subset of questions that follow. The skills of explanation and analysis are required by all candidates in order to answer the majority of the questions on this type of paper effectively. The higher order skills of evaluation and justification are required for the final question in each subset.

The questions will test candidates' knowledge and understanding of business tourism, leisure tourism and travel products and services through a case study approach. Key vocationally terminology relating to these aspects of the industry may also be tested. Candidates will be expected to use specific travel and tourism industry examples to support their answers.

General Comments

The question paper followed the standard format of other papers for this qualification, comprising four subsets of questions, each worth a total of 25 marks. Each subset of questions was introduced through a short piece of stimulus material, derived from international travel news. Candidates should be familiar with using a case study approach in order to discuss current issues in international travel service provision. This session, Question 1 used as its focus information about business tourism in Brazil. Question 2 was prefaced by information about the African Airlines Association and its members. Question 3 was based around a news item relating to the future of ancillary travel products and services. Question 4 took as its source an advertisement for a diving holiday package in the Red Sea resort of Dahab, offered by Aqua-Holidays, a tour operator.

Many candidates demonstrated a good level of understanding of the travel services industry, with some using good exemplification from their own knowledge. As is to be expected, the majority of candidates responded well to the short response questions within each subset, and at the top end there was some evidence of development within responses to the more challenging analytical and evaluative questions.

Comments on Specific Questions

Question 1

The stimulus material for this question was based on information about business tourism provision in Brazil.

(a)(i) This question was accessible to all candidates.

(ii) The majority of candidates were able to offer a reasonable description of what a 'trade fair' is.

(b) Most candidates had no difficulty in identifying and explaining the likely appeal of Rio de Janeiro as a business tourism destination.

(c) This question was a good discriminator. At the lower end, candidates tended to rely heavily on information from the source document. The best answers were those where candidates identified a promotion method mentioned in the source materials and used their own words to explain and provide examples of how this could be used to attract the target market.

(d) Responses here were mixed. Some candidates sometimes did not attempt to answer the question, or answers listed the obvious products and services offered by private sector organisations, without any attempt to describe partnership working. The best answers were those in which candidates were able to explain the triangular relationship between private sector provision, public sector promotion and the customer's acceptance of the overall tourism offering within a destination such as Rio de Janeiro.

Question 2

This question was introduced by information about the African Airlines Association and its members.

(a)(i) Candidates did not seem confident in describing the term 'trade organisation'. Few answers recognised the main role of such a body is in representing the interests of its members.

(ii) This question was answered well with the majority of candidates correctly identifying the regulatory bodies from the source document.

(b) This question was a good discriminator, with weaker answers copied word for word from the stimulus material. The best answers were those whereby candidates identified the objectives from the text and explained each objective in their own words or offered industry specific examples.

(c) There were mixed responses to this question. The best answers focused specifically on the benefits to airlines in terms of efficiency of operations and in supporting staff to carry out their job roles effectively. Some candidates answered this from the perspective of the customer rather than the airline and this limited marks. In such questions, candidates should be encouraged to highlight the intended beneficiaries, in order to ensure they answer the question from the correct perspective.

(d) Candidates were expected to consider how the Onbiz service meets the needs of business passengers and benefits the airline. Responses were varied here, with some candidates again relying on the case study material, often copying out chunks of text to outline what the Onbiz service provides. The best answers were those which analysed the benefits of specialist travel services to both the airline and to corporate customers, in terms of reliability, efficiency and ease of managing bookings, quality of service provision etc.

Question 3

Candidates were provided with a news article about innovations within ancillary travel products and services brought about by advanced mobile technology.

(a)(i) Candidates were able to identify appropriate examples of traditional ancillary products.

(ii) This question was also answered well. Candidates were able to access the text to identify possible ancillary services of the future.

(b) Responses here were good. Most candidates understood the reasons why ancillary products are offered.

(c) Most candidates could identify at least one benefit to customers of using mobile technology. Answers were often generic rather than specific to the business market, which made it more difficult for some candidates to access the marks for explanation here.

(d) This question acted as a good discriminator. At the lower end, candidates were not always familiar with the term 'distribution channel'. Weaker answers tended to focus on the benefits to customers that electronic bookings have. Better responses considered the positive impacts on the provider. There were few responses which also considered the negative impacts, thus only a small number of candidates accessed the level 3 marks here for the broader evaluation of impacts and for drawing a conclusion, albeit a simplistic one that the positive impacts of mobile technologies outweigh the negative impacts in making travel products and services much more accessible to customers.

Question 4

The stimulus here was an advertisement for a diving holiday package to the Red Sea resort of Dahab, offered by Aqua-Holidays, a specialist tour operator.

(a)(i) Candidates correctly identified components of the advertised package.

(ii) Candidates were not confident in explaining the term 'single supplement' which is a key term used in the travel and tourism industry.

(b) Many candidates answered this question well, using the stimulus to identify the reasons for the appeal of the destination to the diving segment and explaining these reasons in their own words.

(c) This question was not answered particularly well. Many candidates repeated information about the appeal of the destination here, rather than picking up on the features of the hotel specifically – its star rating, the bed and breakfast meal plan etc.

(d) This question was a good discriminator. There were some excellent answers with detailed consideration of the benefits associated with tailor-made packages from both the customer's and the tour operator's perspective. Some candidates were less sure of the term 'tailor made', so often described the component parts of a general holiday package which limited marks. Candidates should be reminded that a judgement or recommendation is required in questions asking for an evaluation, in order to access the highest marks.

TRAVEL AND TOURISM

> **Paper 9395/41**
>
> **Specialised Tourism**

Key Messages

- Ensure that the command word meanings are clear and practise writing longer style answers using different higher level command words.
- Clearly distinguish between the different tourism impacts.
- Carefully read the case study information.
- Make handwriting clear.
- Work through a clear structure to the response.
- Work through scenarios from world case studies to develop understanding.

General Comments

Two case studies were used for the exam this session. The first case study covered the Everglades National Park in Florida, USA, featuring the mangrove ecosystem and the impacts of tourism on the environment. The second case study covered the Italian capital city of Rome and the importance of its cultural heritage.

Overall, the standard of entry was very pleasing and there did not appear to be any problems with the rubric.

On occasion, candidates confuse the different types of tourism impacts and consequently this affects their marks for the longer style answers. It is important that Centres assist candidates to work through case study examples in order that the impacts – both positive and negative – become clear. It is also important that candidates read case studies carefully and tailor their responses accordingly. In some instances candidates appear to write everything they know about an impact rather than answering the question. This leads to generic responses that may not gain higher level marks.

For the shorter response questions, candidates should be reminded that if a question asks for 'identification' then the answer will be taken from the figures provided.

Candidates should try and avoid repetition within answers particularly those relating to the impacts of tourism. Some candidates were unable to access the higher marks for extended answers if they were unable to 'assess,' 'discuss,' or 'evaluate' where asked. It would help candidates if Centres explained the difference between such command words and encouraged candidates to make clear and concise judgements or conclusions.

Candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general the standard this session was very pleasing and timing does not appear to have been a problem with the majority of candidates answering all questions.

Comments on Specific Questions

Section A

Question 1

(a)   Reasonably well answered, most candidates were able to give and explain the two ways in which the Everglades provides a natural environment.

(b)   This question was well answered. Candidates were asked to evaluate economic benefits to an ecotourism destination that they had studied. It was useful to include a named ecotourism destination as this helped to give a focus the responses. Some candidates did not evaluate, and therefore did not access the higher banded marks.

(c)   Reasonably well answered. Candidates were asked to assess the methods that authorities in areas such as South Florida might use to prevent negative environmental impacts caused by tourism. There were some very pleasing responses to this question. Many candidates were able to describe zoning, pricing mechanisms, managing of time and space, and the carrying capacity, etc. Some responses did not gain higher marks as a full assessment was not made.

Question 2

(a)   This question proved challenging. Some candidates mentioned environmental impacts whilst others seemed to write as many points covering socio-cultural impacts as they could and not all of these were always relevant, such as the demonstration effect.

(b)   Generally well answered. This question asked for the methods cities such as Rome could use to protect their artefacts. Many candidates were able to describe some methods such as using education programmes, CCTV, protecting valuable goods with glass cases. However, some candidates did not justify their reasoning which prevented them from gaining the higher marks.

(c)   Reasonably well answered. Most candidates were able to describe the benefits of having the UNESCO World Heritage designation. Many carefully described the benefits for marketing and promotional work, reputation, image and the preservation of cultures, traditions and customs. Not all candidates gave an evaluation and so could not gain the higher banded marks.

TRAVEL AND TOURISM

Key Messages

- Ensure that the command word meanings are clear and practise writing longer style answers using different higher level command words.
- Clearly distinguish between the different tourism impacts.
- Carefully read the case study information.
- Make handwriting clear.
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Question 2

(a)   This question proved challenging. Some candidates mentioned environmental impacts whilst others seemed to write as many points covering socio-cultural impacts as they could and not all of these were always relevant, such as the demonstration effect.

(b)   Generally well answered. This question asked for the methods cities such as Rome could use to protect their artefacts. Many candidates were able to describe some methods such as using education programmes, CCTV, protecting valuable goods with glass cases. However, some candidates did not justify their reasoning which prevented them from gaining the higher marks.

(c)   Reasonably well answered. Most candidates were able to describe the benefits of having the UNESCO World Heritage designation. Many carefully described the benefits for marketing and promotional work, reputation, image and the preservation of cultures, traditions and customs. Not all candidates gave an evaluation and so could not gain the higher banded marks.

TRAVEL AND TOURISM

Key Messages

- Make handwriting clear.
- Know the tourism impacts and understand positive and negative issues set within a case study context.
- Carefully read the case study information and structure responses carefully.
- Ensure that the command word meanings are clear.
- Work through scenarios from world case studies to develop understanding.

General Comments

Two case studies were used for the exam this session. The first case study covered an article about Bali. The second case study covered Iceland and its volcanic environment.

Overall, the standard of entry was very pleasing and there did not appear to be any problems with the rubric. Candidates showed evidence of their ability to develop their responses with good sign-posting to the case studies.

On occasion, candidates confuse the different types of tourism impacts and consequently this affects their marks for the longer style answers. It is important that Centres assist candidates to work through case study examples in order that the impacts – both positive and negative – become clear. It is also important that candidates read case studies carefully and tailor their responses accordingly. Centres should assist candidates to structure their responses clearly. This will enable them to work through and answer the question rather than digressing. In some instances candidates appear to write everything they know about an impact rather than answering the question. This leads to generic responses that may not gain higher level marks.

For the shorter response questions, candidates should be reminded that if a question asks for 'identification' then the answer will be taken from the Figures provided.

Candidates should try and avoid repetition within answers, particularly those relating to the impacts of tourism. Some candidates were unable to access the higher marks for extended answers if they were unable to 'assess,' 'discuss,' or 'evaluate' where asked. It would help candidates if Centres explained the difference between such command words and encouraged candidates to make clear and concise judgements or conclusions.

Candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general the standard this session was very pleasing and timing does not appear to have been a problem with the majority of candidates answering all questions.

Comments on Specific Questions

Section A

Question 1

(a)   Very well answered, most candidates were able to give two positive economic impacts of tourism to Bali.

(b)   There were well answered responses to this question. Candidates were asked to evaluate the advantages and disadvantages to destinations such as Bali banning the construction of new buildings in developed areas. Many candidates were clearly able to describe these advantages and disadvantages, but some candidates did not evaluate, and therefore could not access the higher banded marks.

(c)   Reasonably well answered. Candidates were asked to evaluate the impacts of tourism to the Bali culture. There were some very pleasing responses to this question. Many candidates were able to describe the loss of traditions, customs, etc. Once again, some responses did not gain higher marks if evaluative comments were not made.

Question 2

(a)   Very well answered. Most candidates were able to explain ways in which Iceland used its natural volcanic environment to attract tourists.

(b)   Generally well answered. This question asked for negative environmental impacts caused by adventure tourism on fragile environments. Many candidates were able to describe negative impacts very well. Answers included visual and noise pollution, loss of habitats, erosion, etc. However, some candidates did not evaluate which prevented them from gaining the higher marks.

(c)   Reasonably well answered, most candidates were able to describe how adventure tourism could be managed for the long-term benefit of destinations. Justification for points was not always clearly made and on occasion answers became a little muddled.